

Abstract of the Disclosure

A method of and system for generating revenue online, wherein the method comprises providing a secure and privacy protected Internet accessible web site to an online community having members with an interest in a particular professional association, and exchanging for value with one or more entities a right for a predetermined amount of time to provide to the members expertise related to the professional association via the online community. Preferably, the members comprise potential customers with whom the entities may develop personal relationships. The present invention allows two or more parties to network simultaneously with a great number of their professional peers. The parties will be solicited to join the community, provided they meet certain screening criteria. Certain parties may be granted an exclusive right to serve as a community expert. The exclusive or non-exclusive right will be granted for a predetermined period of time, during which the community expert will abstain from overt marketing practices, and generally be available as a resource for providing answers to the members' questions and as a mentor for members requiring assistance.

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